Creating Press Releases and Media Advisories in TeamSite

Your Objectives:

By the end of this module you will be able to do the following.

- Log into TeamSite, locate your branch, and workarea.
- Create a Press Release or Media Advisory page
- Submit it to a workflow for approval and publishing.

Lesson 1: Log into TeamSite, locate your branch, and Workarea.

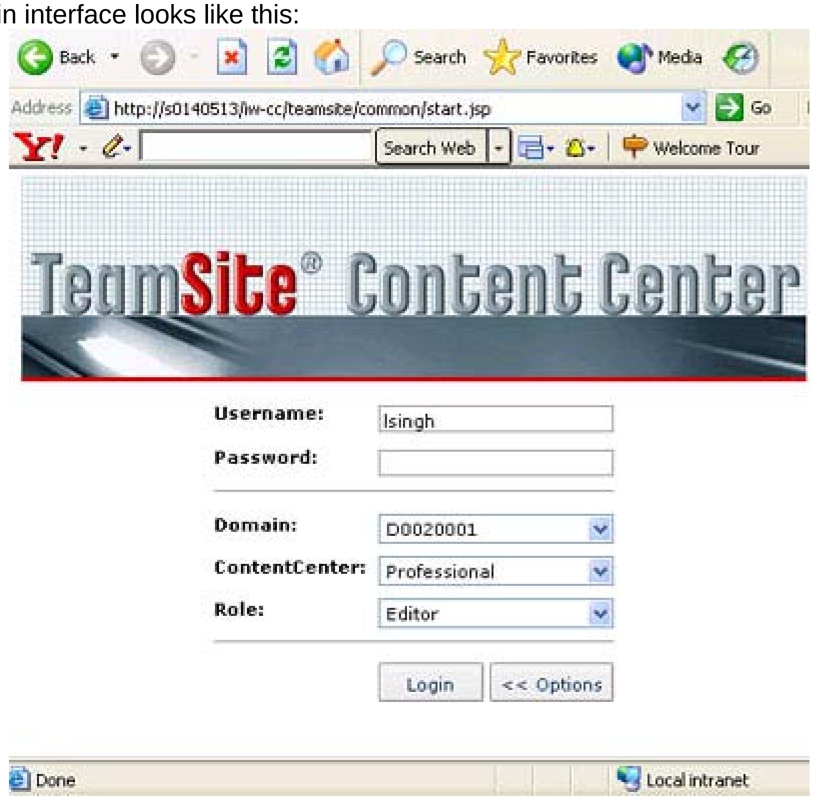
A. **Log into TeamSite**
Requirements: TeamSite is a browser-based application. To use TeamSite just type in the URL below:

- Open a browser on your computer and type in this URL:

  http://s0140513/iw-cc/teamsite/common/start.jsp

- Type in your username, password, and domain that you use to log onto the County's Network.
- Choose "**professional**" Content Center, and unless specified, your role will be "**Editor**".

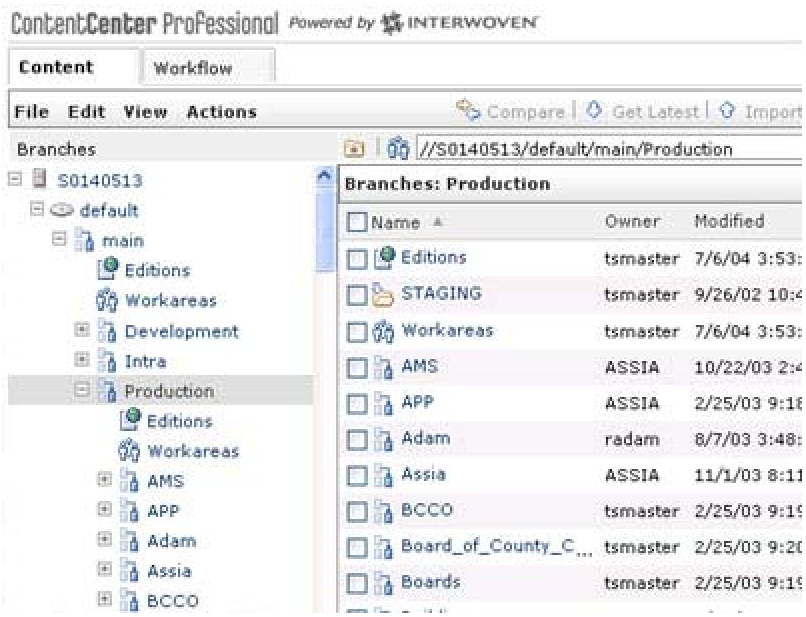
The TeamSite login interface looks like this:



Definition of Roles:
Author: Primarily content creators. Their work goes through a workflow for approval and publishing
Editor: Reviews and approves files that have been submitted by authors so that they can be published.

B. Locate your Branch

- Once in TeamSite, look at the left of the screen for a list of all "**Branches**". Branches are areas where webs are kept. A few different webs may be kept in the same branch.



- Scroll down the list until you find **your** branch.
- Click on the branch to open it.
  Inside each branch are four folders. You will only be using **Workareas**.

  - **Editions** -- Editions are copies of changes made to the site. Every time you deploy (publish) your site, TeamSite saves a copy of all changes that were made so you can revert to a previous copy if necessary.

  - **Staging --** The Staging area is where the work of different contributors is coordinated. Files in the staging areas are ready to be deployed (published) to the internet. After an author submits their work to the workflow it is approved by an editor and then automatically submitted to the staging area for deployment (publishing).

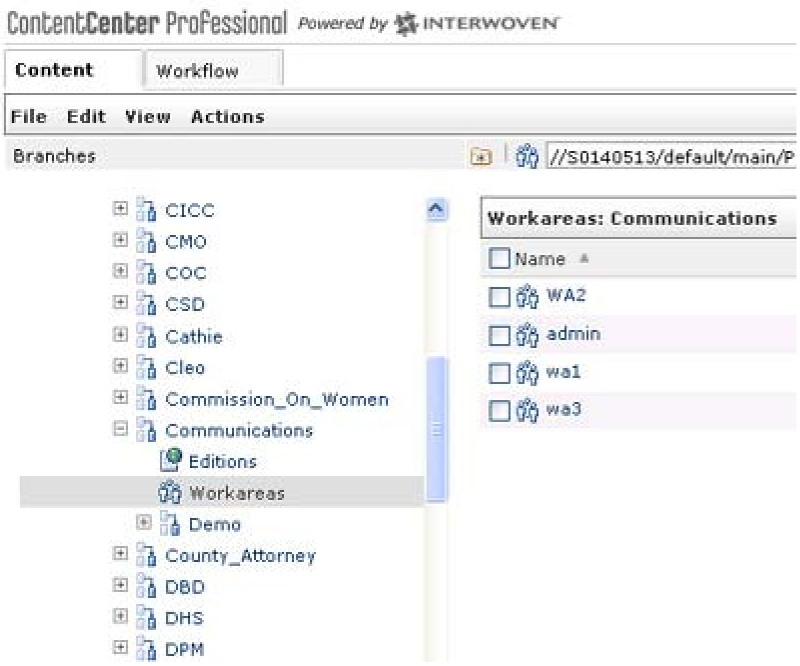
  - **Workarea --** A Workarea is a virtual copy of the entire website. Each contributor can create content within a workarea and see their changes within the context of the website without affecting the actual site or the work of contributors in other workareas. Users who have access to a workarea can modify files within that workarea and view their changes within the context of the entire web site before integrating their work with that of other contributors. Users can also lock files in each workarea, eliminating the possibility of conflicting edits.

    All changes that are made to files in a workarea are kept completely separate from other workareas and the staging area until the user chooses to promote his changes to the staging area. Within a workarea, users can add, edit, or delete files without affecting users in other workareas.

- **Demo** - Demo is the review area. When major changes are made to the site such as changes to multiple pages, new site organization, or changes to navigation the entire site can be put into the demo area for reviewing without deploying.

C. Locate your Workarea

- **Click** on the "**Workareas**" link. Then click on the workarea that you were assigned from the right side of the screen. If you were not assigned a workarea please contact Online Services to have one assigned to you.



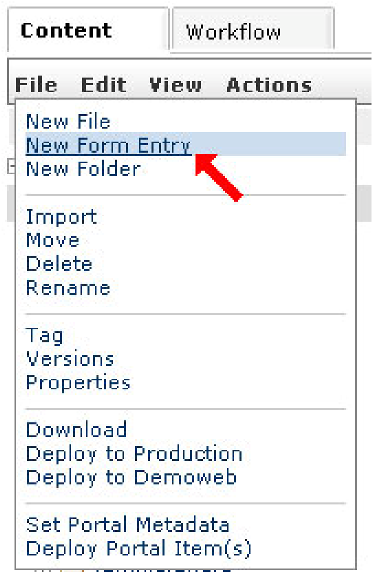
Lesson 2: Creating a Press Release

A. Once in your workarea

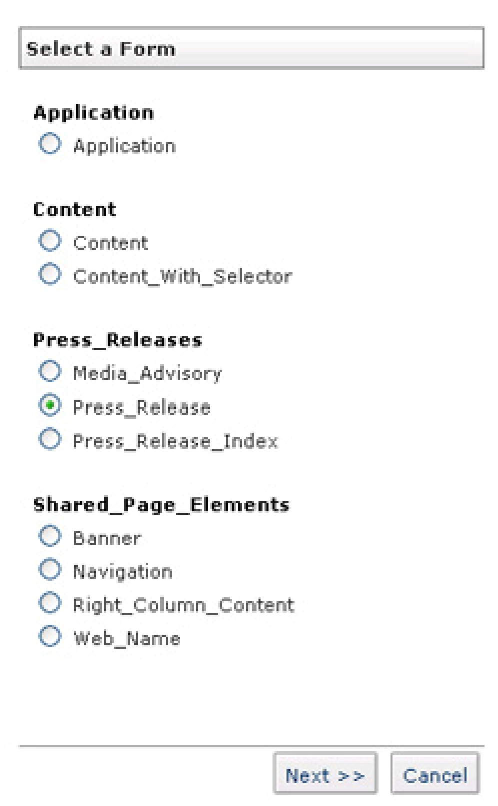
- **Click** on the folder labeled **"Templatedata".** This is where all the data for your files are stored.

B. Open the Press Release form

- To create a Press Release, go to the file menu bar (in the upper left corner of the window) and choose "**New Form Entry**" (see image below).



- A dialog box labeled "**Select a Form**" will open (see image below). You will be able to choose which type of form you want to create. The form you will be creating is a **Press Release** so look for the "**Press_Releases"** heading in the middle of the page and click in the circle next to it to select it.



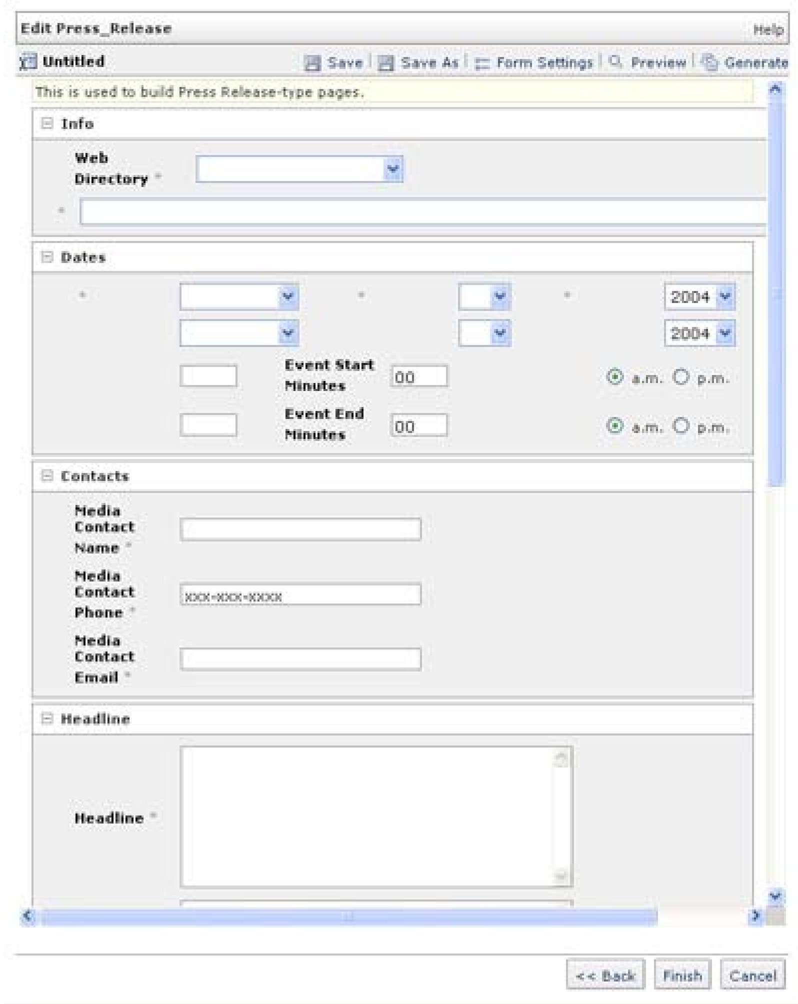
- Then press "**Next**" at the bottom of the "**Select a Form**" dialog box. This will open the form to create your press release. A new window will open, labeled "**Edit Press_Release**". All data will be entered into this form to create the release.

Note: (*) indicates a required field.

C. Complete the form

- Begin filling out the form from the first section entitled "**Info**".
- The first field is "**Web Directory**". Click on the drop-down arrow and select your web directory. Your web directory is the name of the web you are working in. ***This is a required field.***

Important Note: Be sure to choose only the web name, not a folder within that web. For example: select "**communications**" not "**communications/library**".



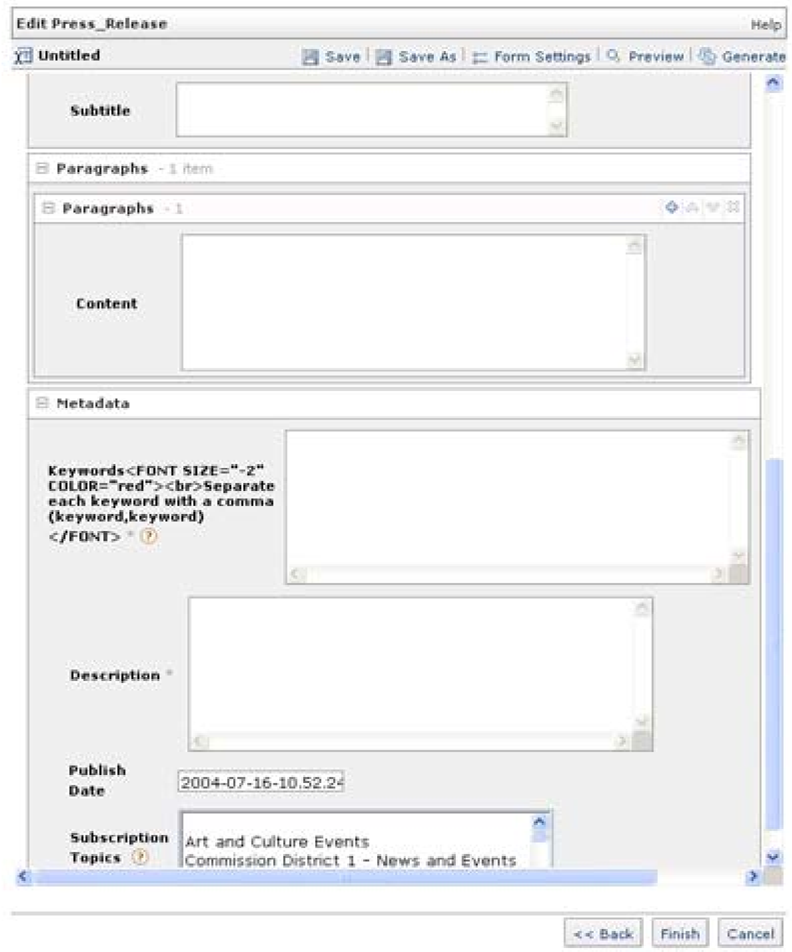
- The next option is "**Issuing Department**". Choose the department that created the release. This adds the department information at the bottom of the release. ***This is a required field.***

- **Dates:** Enter the month, day, and year, of the press release is being posted. ***This is a required field.***

- **Contacts:** Enter the first and last name, phone, and e-mail of the author of the release. **Note:** Phone numbers must be formatted using only dashes and numbers. ***These are required fields.**

- **Headline:** Enter the headline of your press release. ***This is a required field.** If you have a "**Subtitle**" enter that information. If you don't have a subtitle, you can leave it blank.

Important Note: Headlines should be written in **upper and lower** case characters. **All caps should not be used**. The headline, exactly as it is written, is displayed on the index page.



- **Paragraph:** This is where the body of your release will go. **Click** in the paragraph box to activate the editor. You can copy and paste or type your paragraph(s) into this field and use the toolbar to edit your text.

- **Metadata:** this information will be used for searching. ***These are required fields.** **Keywords**: think of a few words that describe the release. Below are a few examples of words that can be used as keywords.

  - The issuing department's name
  - The subject of the release
  - The event location
  - Names

- **Description:** This is used to describe the item when search results are displayed. Copy and paste the title of your release into the description field. ***This is a required field.**

- **Publish Date:** The current date automatically appears in the field. Leave as is or change the date to be published in the future.

Important Note: If a future date is selected, the release will not appear on the web until that date.

- **Subscription Topics:** Portal users have the option of subscribing to our service. Once subscribed, users can receive notices about certain events and topics through e-mail. Use this option to select the subscription topic(s) that the release will be associated with. To choose more than one, hold down the CTRL key and click each that you want to select.

Lesson 3: Saving the Press Release or Media Advisory

A. Save your File

- After filling out all sections of the "**Edit Press_Release**" or "**Edit Media_Advisory**" dialog box, it is now time to save your file.
- **Click** the "**Save**" button on the top right of the box. A smaller "**Save Form As**". dialog box will pop-up. In the "**File name:**" field type in the name your file according to the naming convention below.

All releases and advisories must be named according to a specific naming convention to show up in the release directory on each site. The naming convention is as follows:

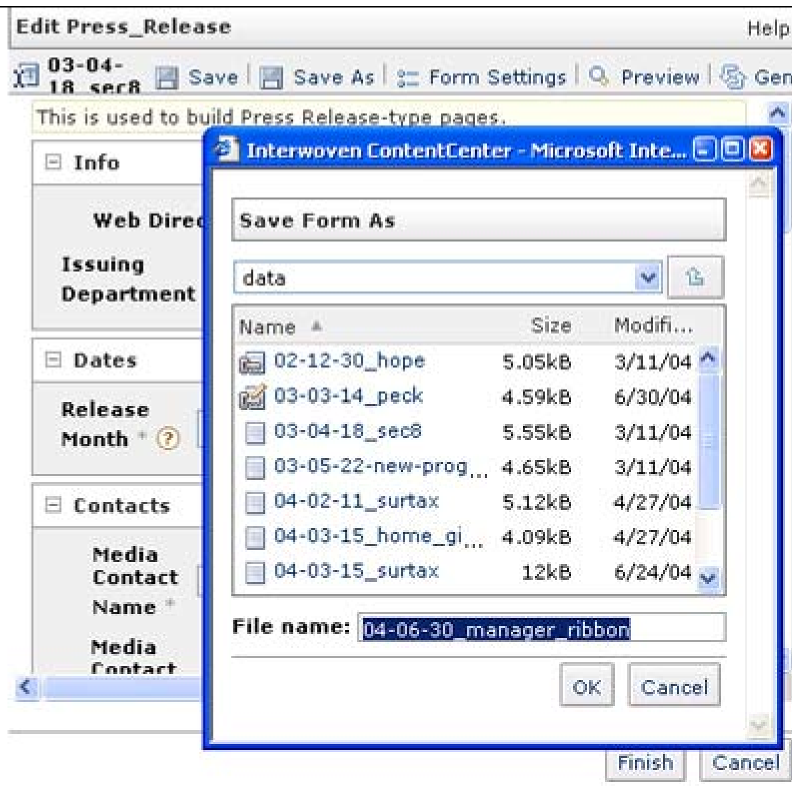
Year-month-day_releasename

To create a release name, use the main word(s) from the title of your release or words that relate to the story. Do not use more than two words to name your file.

Example: an advisory that was released on **June 30, 2004** about a **ribbon cutting** with the county **manager** could be named:

04-06-30_manager_ribbon

See image below.



- After typing in a file name using the naming convention click the "**Ok**", button at the bottom of the window to save the file. The "**Save Form As**" dialog box will close.

Important Note: If you find a mistake on the release, go back to the “**Edit Press_Release**” window and correct your mistake. Then click the “**Save**” link from the top of the window

Every time you make a change to the “**Edit Press_Release**” form you will need to click “**Save**”.

- After viewing your completed Press Release or Media Advisory, select “**Finish”** at the bottom of the “**Edit Press_Release**” dialog box to close it. The press release is now complete.

Submit the Generated File and Data File to Staging

- The next step is to send it to the staging area for publishing. To do this you will need to locate your generated file. Check the box next to it, go up to the top right menu and click “**submit**”. This will send your file to staging.
- You also need to send your data file from the templatedata folder to staging so that it will become part of the press release index. To do this you will need to click on you templatedata folder the go to **Press_Releases>Press_Release>data**. Find your file and check the box next to it. Go up to the top right menu and click “**submit**”. This will send your press release data file to the staging area to be including in the index page.

Lesson 4: Create a Media Advisory

Important Note: Now we will create a Media Advisory and then save it using the instructions in **Lesson 3: Saving a Press Release or Media Advisory.**

A. Open the Media Advisory form

- To create a Press Release, go to the file menu bar (in the upper left corner of the window) and choose "**New Form Entry**".

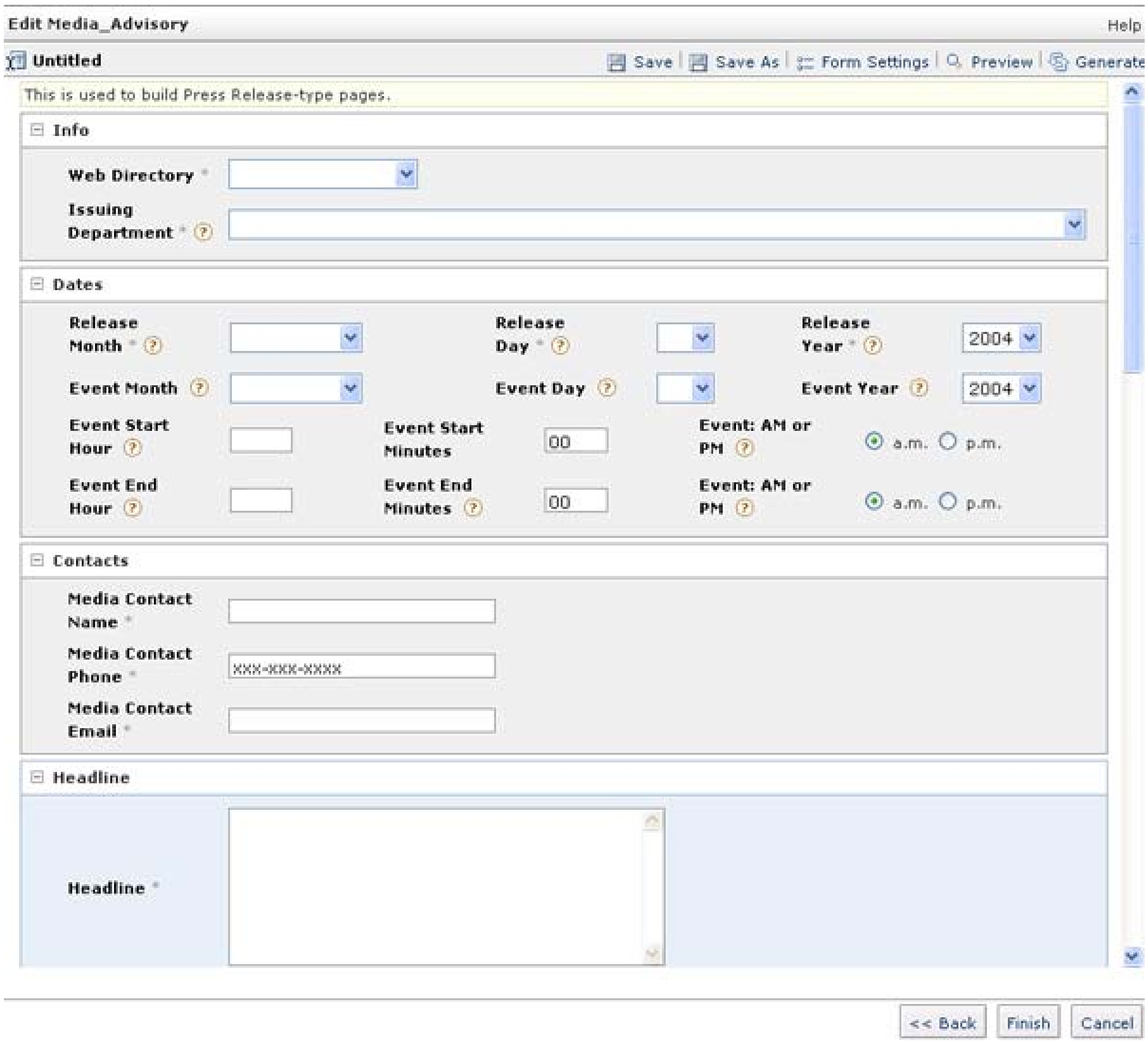
  A dialog box labeled "**Select a Form**" will open (see image below). You will be able to choose which type of form you want to create. The form you will be creating is a media Advisory so look for the "**Media_Advisory"** heading in the middle of the page and fill in the circle next to it to select it.

- Then press "**Next**" at the bottom of the "**Select a Form**" dialog box. This will open the form to create your press release. A new window will open. The box will be named at the top "**Edit Press_Release**". All data will be entered into this form to create the release.

Note: (*) indicates a required field.

B. Complete the form

- Begin filling out the form from the first section entitled "**Info**".
  - o The first field is "**Web Directory**". Click on the drop-down arrow and select your web directory. Your web directory is the name of the web you are working in. ***This is a required field.**



Important Note: Be sure to choose only the web name, not a folder within that web. For example: select "**communications**" not "**communications/library**".

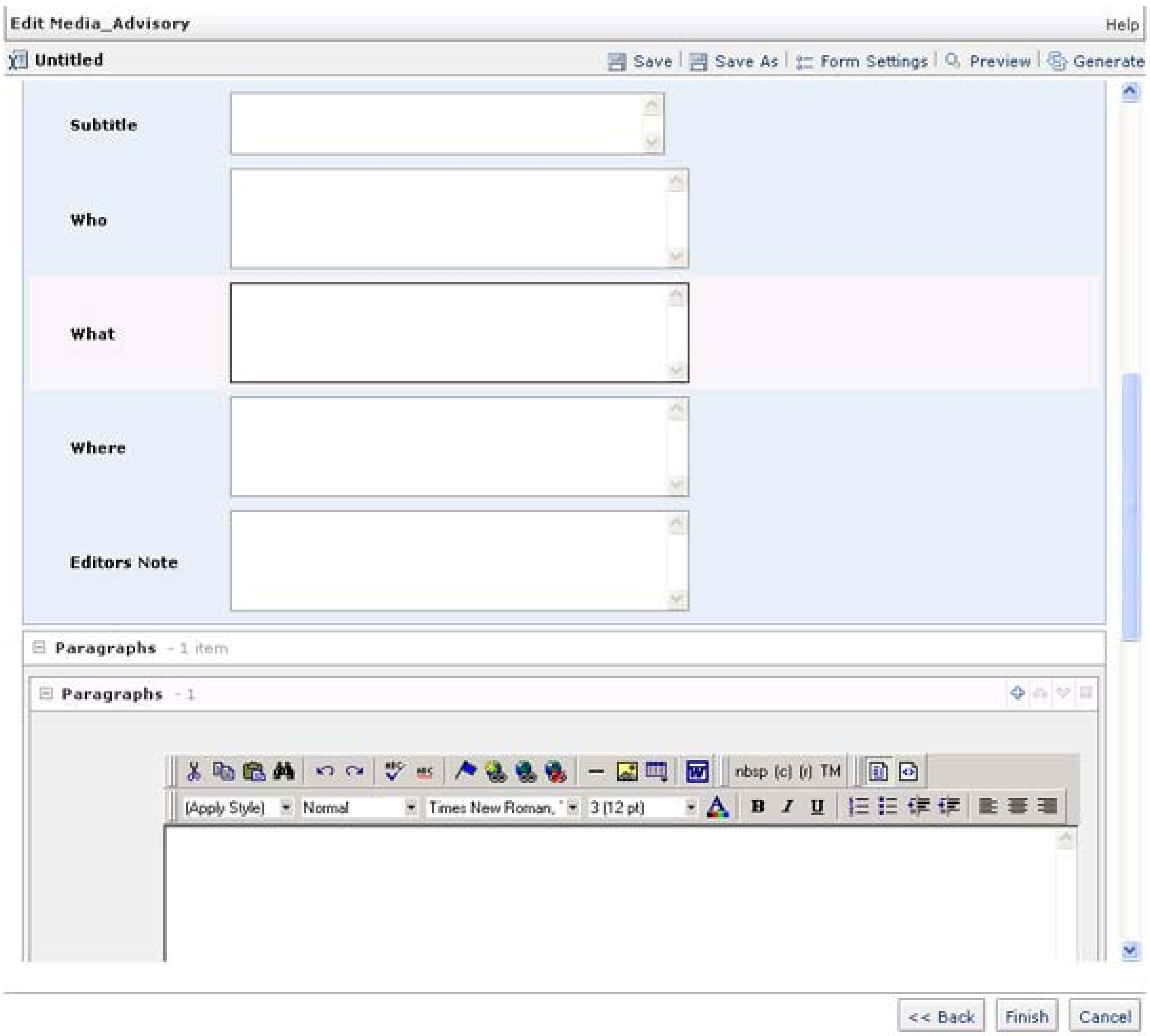
- The next option is "**Issuing Department**". Choose the department that created the release. ***This is a required field.**

- **Dates:** Enter the month, day, and year, the advisory was released. ***These are required fields.** Next enter the month, day, and year of the event. The time the event starts and then the time the event ends. (Not required.)

- **Contacts:** Enter the first and last name, phone, and e-mail of the author of the release. ***This is a required field.**

- **Headline:** Enter the headline and subtitle of your press release. ***Headline is a required field, but subtitle is not required.** If you don't have a subtitle, leave it blank.

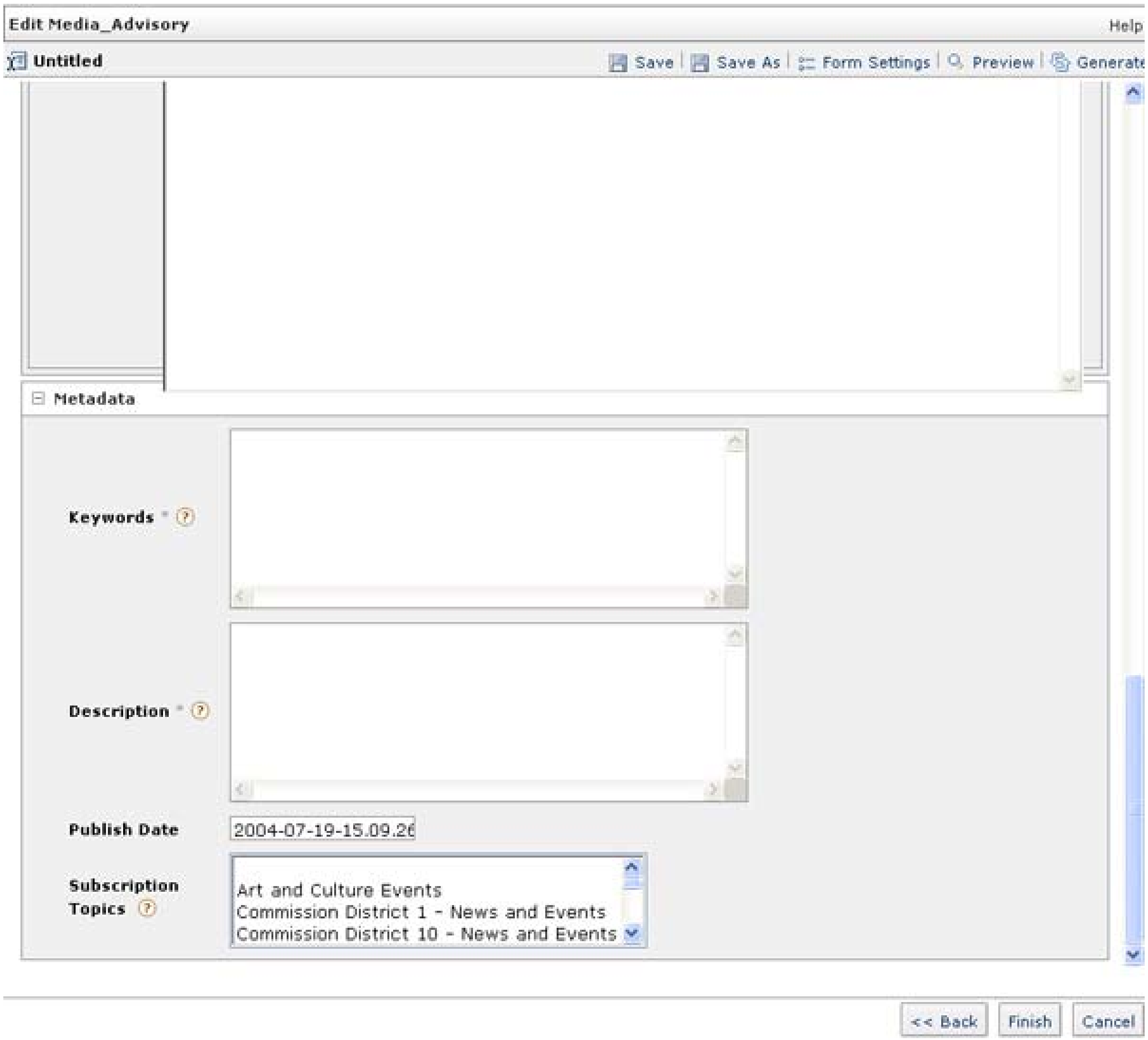
- Under "**Subtitle**" there are fields **for "Who", "What", "When" and "Where".** Fill in these fields accordingly.



- **Paragraph:** This is where the body of your advisory will go. **Click** in the paragraph box to activate the editor. You can copy and paste or type your paragraph(s) into this field and use the toolbar to edit your text.

Metadata: this information will be used for searching. ***These are required fields.**
Keywords: think of a few words that describe the release. Below are a few examples of words that can be used as keywords.

- o The issuing department's name
- o "Miami-Dade County"
- o The subject of the Advisory



- **Description:** Copy and paste the title of your release into the description field. This is used to describe the item when search results are displayed. ***This is a required field.**

- **Publish Date:** The current date automatically appears in the field. Leave as is or change the date to be published in the future.

Important Note: If a future date is selected it will not appear on the web until that date.

- **Subscription Topics:** Portal users have the option of subscribing to our service. Once subscribed users can receive notices about certain events and topics through E-mail. Use this option to select the subscription topic(s) that the release will be associated with. To choose more than one, hold down the CTRL key and click each that you want to select.

C. Save the file

See **“Lesson 3: Saving a Press Release or Media Advisory Page”** for instructions on how to save and generate a media advisory.